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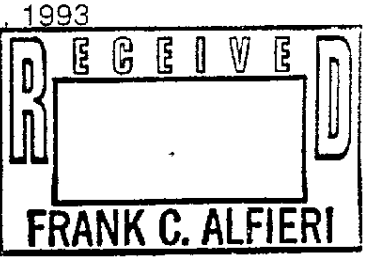
FROM: Frank C. Alfieri FCA

SUBJECT: 1993 Monthly Promotion Planning



As discussed, beginning in September 1993, all retail promotion communication will be issued monthly instead of on a trimester basis. This will allow us to maximize our flexibility and meet the requirements of our competitive environment. As a result, program details will now be communicated to the FSF a **minimum of 10 weeks** prior to the retail start date for each month.

A timeline for planning promotions for the remainder of 1993 and a production schedule from Madden Communications are enclosed for your reference. Please note that due dates for finalizing September program details and forwarding completed Fact Sheets to Trade Marketing are **April 26** and **May 3**, 1993, respectively.

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Enclosures

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